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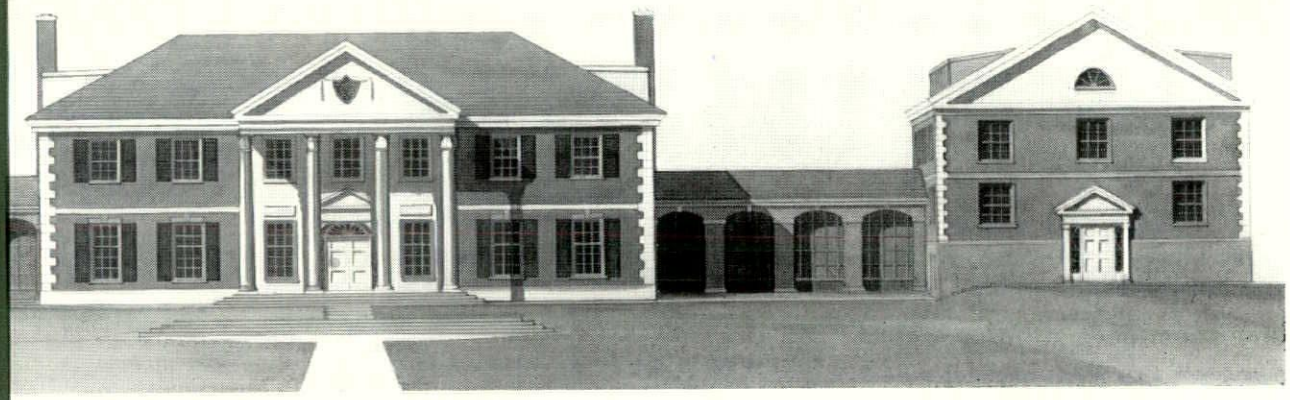

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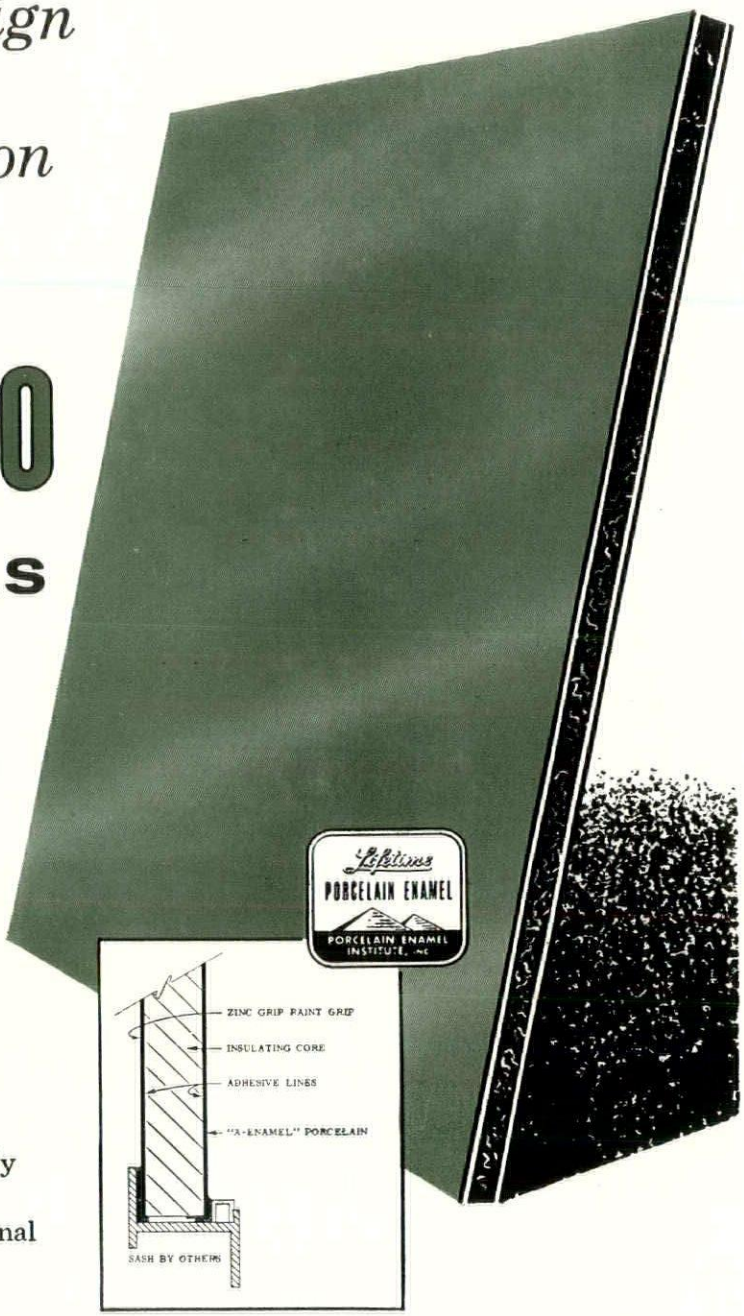

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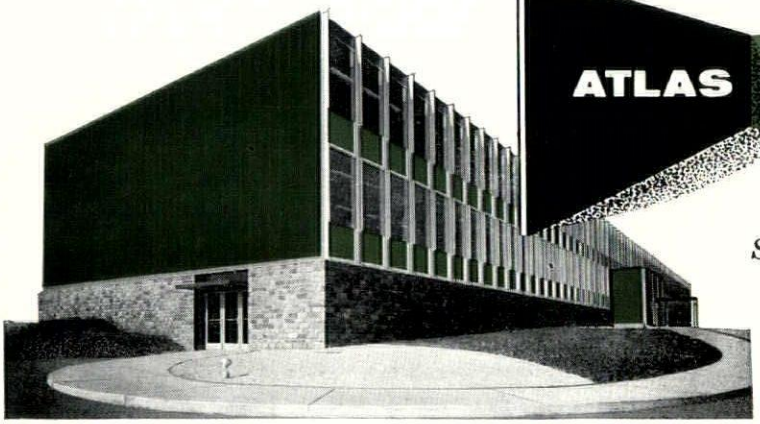

One of four McDonnell Aircraft Corporation buildings for which Porcelo Panels were specified and installed. Architect: Harris Armstrong, St. Louis, Mo.

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REPORT . . . *Home Building Industry Committee —*

by Frederick J. Schweitzer
(Chairman)

FIRST RELATIONS between the AIA and the NAHB at the local level, as the result of a national directive issued by both organizations, began in a meeting on September 17, 1957 between Mr. Maurice Aylward, Secretary, and Mr. Donald Ganser, both of the Milwaukee Builders Association, and your chairman for the Wisconsin Chapter, A.I.A. The decision was made that such relations were needed and should be fostered thru a constructive cooperative local program.

The first organizational meeting was held November 26th at the Wisconsin Club between eight builders and eight architects. Four of the latter (Fritz Von Grossman, Frederick J. Schweitzer, Willis Leenhouts and Abe Tannenbaum) were members of the parallel committee in the Milwaukee Division. The discussion crystalized joint problems into three categories: (a) The Custom House (over $25,000 and involving, possibly, a private client, but no repetition of construction), (b) the 1/20 House (which would be a stock plan proposition with variations of elevations and materials which might be repeated on individual lots up to twenty times), and (c) the Project House (50 houses upward on a new and fully developed tract.) The prospect of a working agreement be-

(Continued on Page 14)

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Edmonds Ozolins, Emigrant from Latvia, is First Enrollee in State 'Architect in Training' Program

Edmonds Ozolins, who is employed in the office of Larson and Playter, AIA, of Eau Claire, is the first enrollee in the Wisconsin Chapter's newly-created "Architect in Training" program.

Ozolins, a native born Latvian, came to the United States in April, 1951, after an interesting and sometimes difficult background in Europe. At the age of 14 he was taken to Germany by Nazi forces for forced labor in German military factories,

EDMONDS OZOLINS

and he remained there after the war as a displaced person.

He finished high school while living in DP camps, and discovered his interest in architecture. However, because of German custom, apprentices are required to obtain experience in construction fields before entering formal training, so Ozolins worked a year and a half as a bricklayer and concrete form carpenter.

He completed a course in basic Architecture and Architectural Drafting which was provided by the International Refugee Organization at the University of Freiburg, in West Germany, and he obtained a position with an architect in Reutlingen, Germany. During this period he completed his arrangements to come to the United States.

His first American employment was bricklaying and general construction work with the Nevada Brick and Tile Company at Nevada, Iowa. Several months later he got a job with the Iowa Highway Commission, and made plans to attend Iowa State College. During his period at school he kept a part-time job with the Commission.

He has been employed by Larson and Playter since 1955, and after required office practice and completion of the Architect in Training program, hopes to become a registered architect.

SEMINAR SCHEDULED ON 'CURTAIN WALL'

The Milwaukee Chapter of the Producers' Council, Inc. will be host at an all-day seminar on "Curtain Wall Construction" at the Pfister Hotel, Milwaukee, on May 2, Tom Cantwell, president, announced last week.

Eleven speakers from all parts of the country will discuss their experience with "Curtain Wall" and methods of construction, as well as types of material, will be explained.

Moderator for the event will be Wisconsin Chapter Pres. Joseph Flad.

ARCHITECTS IN CIVIL DEFENSE

FRANCIS J. ROSE, AIA, has been appointed chairman of a new Committee on Protective Construction organized in January and sponsored jointly by the Milwaukee Builders Association and the Milwaukee Civil Defense Administration. Rose has served for several years on the Mayor's Civil Defense Committee and is particularly well qualified for this appointment.

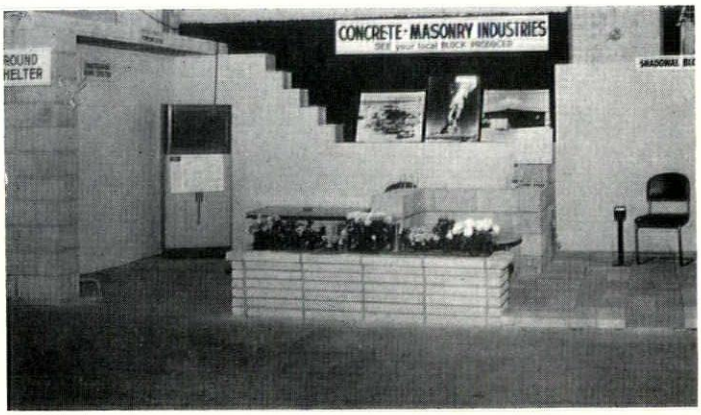
The aim of the conference is to set up criteria for the construction locally of bomb-proof shelters for residential, industrial, and institutional buildings, and to make these standards available to the public.

Membership on the committee consists of representatives from architectural and engineering societies, building material manufacturing associations, contractors associations and the City of Milwaukee engineering staff.

At the February meeting, the conferees heard from Martin Wendt, regional engineer, Civil Defense Region 4 (consisting of five middle-western states). Wendt briefed the meeting on recent developments in weapons capabilities, federal standards for protective construction, and shelter criteria. He said that the greatest increase in survival could be effected by shelters constructed in the B and C zones of damage but that shelters should be considered for all zones. Wendt emphasized that we are in a "transitional period between evacuation and shelters" and in the not-too-distant future, shelter will offer the sole opportunity for survival in the event of enemy attack.

Chairman Rose discussed the organization of the group into a Technical Advisory Section, Design Section, Materials Section, and Construction Section. The functions and objectives of the various sections were outlined and discussed.

Among those attending the first meeting of the civil defense Committee on Protective Construction in Milwaukee are, left to right: Chairman Francis J. Rose, AIA; Don Ganser, President, Milwaukee Builders Association; Brig. Gen. Don E. Carleton, Director, Milwaukee Civil Defense Administration; Ray Minette, Secretary, Concrete Masonry Industries; W. D. Kimmel, District Engineer, Portland Cement Association. —Sentinel photo



This exhibit of recommended materials for a bomb shelter of cement block construction was displayed by the Wisconsin Concrete Masonry Industries at the recent Milwaukee Home Show.

Photo by Oscar Lindquist Studio.

Construction for Survival Against Bomb Attacks

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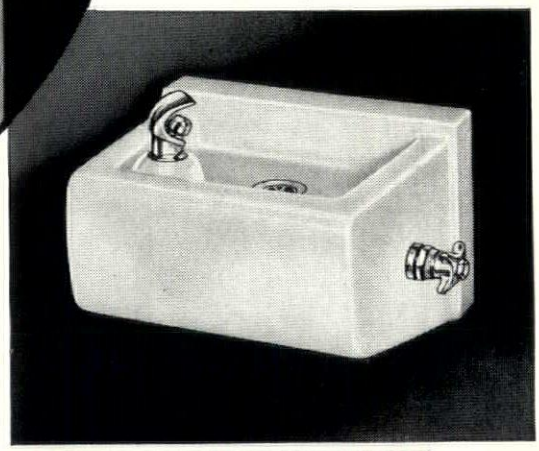

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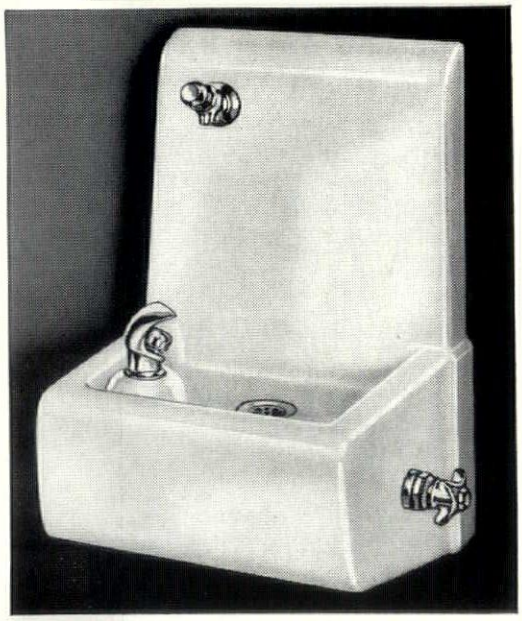

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KENOSHA AIA MEMBERS WIN NATIONAL AWARD

National recognition for "excellence of related design in modern school architecture" has been awarded to Lawrence Monberg & Associates, Inc., AIA, Kenosha, for their design of a new high school at Columbus, Wis.

The American Association of School Administrators announced that the Monberg design has been selected for display at three regional conventions of the association.

Final selections were made from hundreds of competitive designs submitted by top architects all over the country. Entries were judged on the ability of the architect to provide a total solution to unique school requirements, committee members said.

Using local building materials exclusively, the $820,000 Columbus High School is being constructed at a cost of $10.60 per square foot, which is below the state average of $13.00 per square foot.

When completed in the fall of 1958 the school will contain 25 teacher stations and have full facilities for 500 students. — *Western Builder, February 20, 1958.*

Milwaukee Division Slates 'Cabana Night'

The Milwaukee Division will hold a "Cabana Night" at the Oakton Manor Friday evening, May 16. Cocktails, dinner, swimming and dancing will comprise the evening's entertainment which is being planned by wives of Milwaukee Division members. Mrs. Charles Haeuser is chairman of the affair.

INLAND STEEL ANNOUNCES NEW METAL DOORS

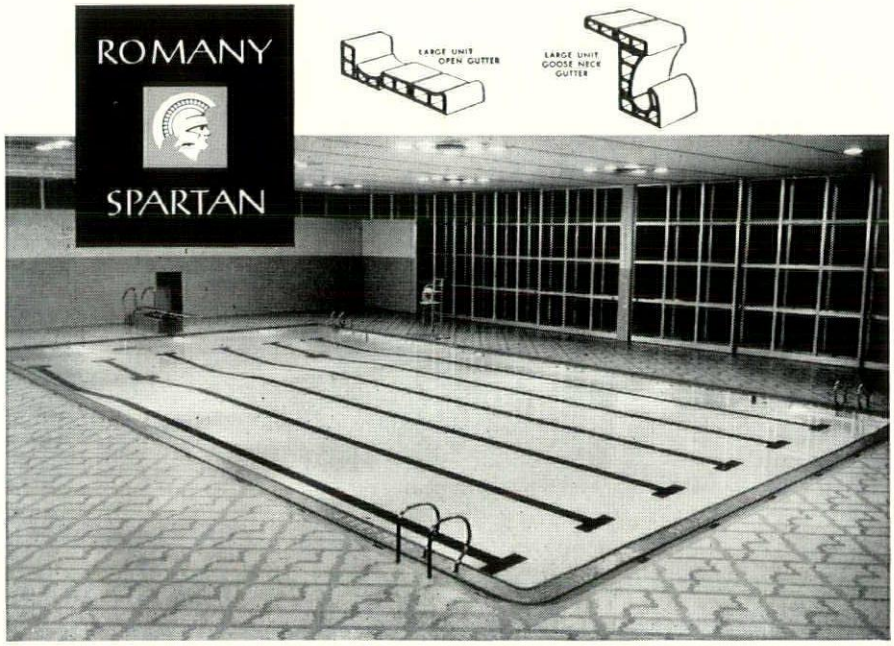
Newcomers to the building products field are Milcor Hollow Metal Doors, recently put on the market by Inland Steel Products Company, Milwaukee. Formed from tight-fitting hollow steel sections, they are designed to give an even-surfaced, modern look to commercial, industrial and institutional buildings.

Milcor Hollow Metal Doors are mortised at the factory for standard locksets and hinges, and furnished unglazed with a Bonderized, prime coated finish; frames and hardware are offered separately.

Sielaff, Kurtz Speak on Architecture at Schools

Two Milwaukee AIA members, Myron Sielaff and Kenneth Kurtz, performed valuable service last month with speeches to high school groups on the subject of Architecture.

Sielaff spoke to 33 students at Washington High School, while Kurtz spoke at Pulaski. His audience numbered 23 boys.



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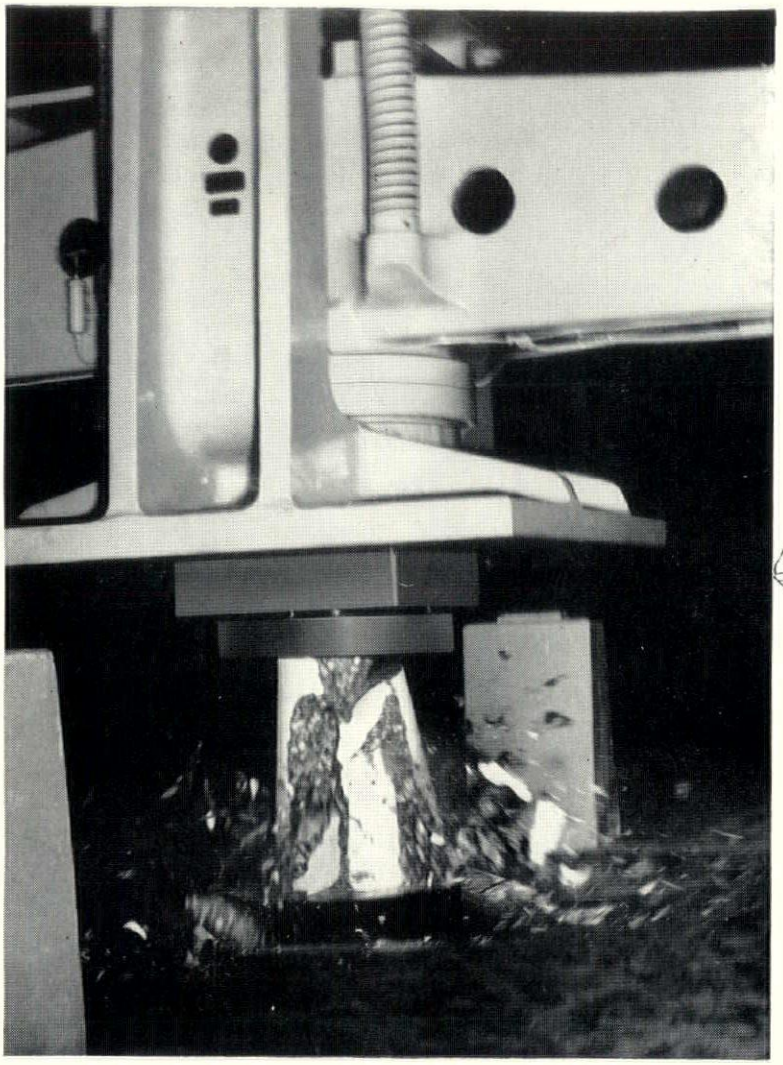
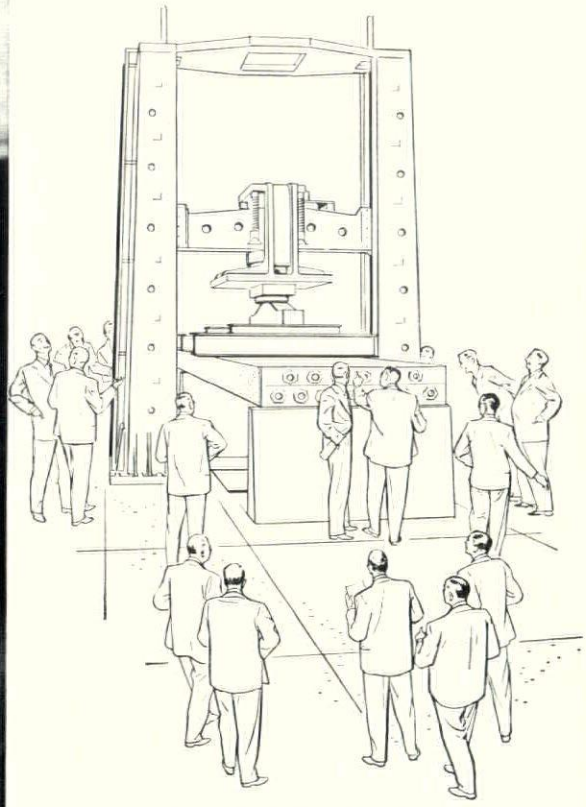


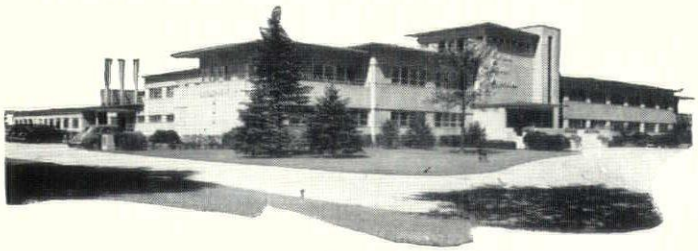


O.K.

DESTRUCTION THAT STAMPS ON CONSTRUCTION

Concrete fragments are flying through the air with explosive force in the above photo. A 2-foot high, 12-inch diameter concrete cylinder has been "exploded" under a compressive force of 873,000 pounds in a 1,000,000-pound testing machine in the Portland Cement Association laboratories near Chicago.

This is only one of many tests to determine how concrete resists the crushing, pulling, bending and racking forces to which it is subjected in actual construction. Such tests develop standards of performance that enable designers and builders to use concrete with the assurance that it will meet all anticipated vertical and horizontal forces.



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All of the PCA's research, as well as its educational and technical services are made possible by the voluntary financial support of its 69 member companies who manufacture a large proportion of the portland cement used throughout the United States and Canada.

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Whitney, Charles S., 724 E. Mason St., Milwaukee

Hi-Lites
OF THE MARCH BOARD MEETING

Five Junior Associates' applications for advancement to Associate membership were approved. They include James Eggleston, Norbert Hynek, Howard Love, Elroy Storm and Eric Tamm, all of Milwaukee. Two new associate members were accepted: Royden D. Ginnow, Neenah, a draftsman with F. C. Shattuck Associates, Inc., who is a graduate of the University of California; and David V. Cederquist, a job captain with Schutte, Phillips, Mochon of Milwaukee. Cederquist received his B.S. in Architecture from the University of Virginia.

Six men were accepted as Junior Associate members. They are: Joseph F. Busch, Robert E. Teegardin, and Donald B. Schwenn, all of John J. Flad & Associates, Madison; Jerome L. Filo, Herbst, Jacoby & Herbst, Milwaukee; George G. Freber and John W. Stoehr, Donn Hougen, Architect, Wisconsin Rapids.

Donald Grant, who is employed by Harnischfeger Homes, Inc., Port Washington, has transferred his Associate membership from the Michigan Society of Architects to the Wisconsin Chapter. The Board also approved the transfer of Associate member Rolf N. Irgens, from the St. Paul Chapter. Irgens is employed by Maynard W. Meyer & Associates, Milwaukee.

It was voted that each Division, if it wished, would be authorized to set up a Division bank account for the payment of division expenses and submit an accounting of such expenses to the Board at the end of the calendar year. Formerly all Division bills were paid through the Chapter office.

Frederick Schweitzer reported on the activities of the Home Building Committee of which he is chairman. Schweitzer's report of the 1957 committee activities is printed elsewhere in this issue.

Wallace Lee was appointed Chief Advisor for the Architect-in-Training program. Lee is to select his own committee to work with him in counselling enrollees of the program.

The president's committee appointments for 1958 were confirmed. A list of these appointments are given as a part of the roster and are printed in this issue.

The matter of a Sample Exhibits building for the Chapter was referred to the Chapter Affairs Committee for study.

Prizes of $50, $25 and $10 for a backdrop competition among Wisconsin Chapter members were authorized. Details have been mailed from Chapter Headquarters.

The 1958 convention committee was given a vote of thanks for the excellent convention.

The secretary was directed to write the D. G. Beyer Company, Milwaukee, and Hoernings Concrete Products Co., Menasha, complimenting them on their advertising themes which contain advice to "consult an Architect."

NEW OFFICE

Charles Haeuser, AIA, has announced the establishment of an office at his home, 7254 N. Beach Rd., Milwaukee. Haeuser had been with Grellinger and Rose, Milwaukee, from May, 1956, until he set up his own office recently.

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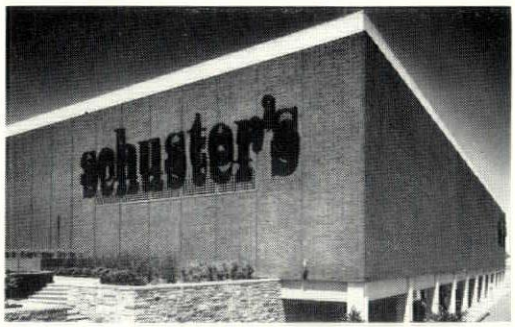

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Home Building Industry Committee Report . . .

From Page 3

tween builders and architects was enthusiastically received and an organizational planning committee was appointed naming Mr. Joseph Mollica and Mr. Aylward for the Builders and Frederick J. Schweitzer and our secretary, Mrs. Ruth Hill, for the Architects, to set up a constructive working program.

The latter committee met December 5th at the Milwaukee Builders Association headquarters building and set up the following committee with its subdivisions as noted:

Custom House: Willis Leenhouts, Frederick Schweitzer, Roland Kurtz, Harris Evans, Jos. Mollica, Kenneth Kamrath.

1/20 House: Donald Grieb, Abe Tannenbaum, Howard E. Schroeder, Donald Ganser, Robert Heidl, R. A. Lainey.

Project House: Robert Rasche, William Wenzler, Fritz Von Grossmann, Fred Mikkelson, Jos. Sileno, Jack LaBonte.

These sub-committees were to be headed up by the original chairman. The first work session was set for Wednesday, January 8, 1958.

After a dinner at the Blue Dahlia on the above date, the above committee groups convened separately at the builders' headquarters and held exploratory discussions within the scope of their individual interests.

The general pattern of all three groups was the same. The architects went into detail on the services of the architect, how he works, how he designs, and how his contractural relationship can be tailored to the individual situation. The builders frankly explained their needs, their past successes and failures, the hazards of their speculations, and their concern for the future. I feel that they were primarily impressed with the fact that architects will demand a complete service and working interest in the builders problems and projects—that such services will not consist of making prettied-up elevations for existing done-to-death plans, or working up cabinet and fireplace designs for the same.

The builders are cost conscious and were looking, admittedly, for fixed values in Architect's services—in whole or part. Your representatives made it clear, I am confident, that such charges and/or fees are individual matters between the builder and architect, and that the greatest benefits will be derived from mutual experience and confidence. The builders were obviously intrigued with such promise and the architects experienced an enthusiasm for the opening up of this great potential field.

As your chairman, I wish to make the following recommendations: The meetings to date, as indicated, have been exploratory. It is now almost entirely within the hands of the architect to make this fertile field either a success or a failure. The architect must be entirely realistic and practical in his approach to this problem. The builder, himself a "seller," must be SOLD in a way that exceeds his expectations. The shortest cut to this problem will be a recommended fee schedule which will be attractive to the builder in its completeness of breakdown and stipulation. It should form a first-time pattern for a Builder-Architect relationship from which such an association might digress as the result of subsequent work and accumulation of experience. It should give young men in the field, architects and builders alike, a pattern of hope, trust, and mutual confidence to join in an association of venture. These recommendations should, however, protect the professional dignity of the Architect, and likewise respect the position of resourcefulness and risk of the Builder in his role as a merchant in a field of fortune and chance. Both must be constantly aware that the ultimate client-customer is involved in his greatest lifetime financial investment and that, therefore, any half-way measures in this collaboration would be a disservice to the buyer as well as an invitation to failure in the association.

While this is the report of an Association committee, the work has been started at the Milwaukee Division level due to the concentration of construction in this area. As soon as constructive agreements and experience are gained, such information can be sent on to the other members of the state committee to inspire similar relationships within the other divisions. I recommend also that all state committee members be the chairmen of the parallel committee within each division.

For the value of the above potential, I ask that each corporate member examine the varying fortunes of his past career and consider the future of the younger men just starting. We have been derelict in our neglect of a major building field and suffer accordingly in public stature.

BACKDROP CONTEST NOW UNDER WAY

A $50 cash prize will be awarded the winner of the convention backdrop competition now under way. The contest is open to all Wisconsin Chapter members. Second and third prizes of $25 and $10 will also be presented at the meeting of the membership to be held this summer.

The program requires entrants to design a backdrop to be used for conventions and other chapter functions. Deadline for entries is May 14.

●Behind every advance . . . is a germ of creation growing in the mind of some lone individual . . . whose dreams waken him in the night while others lie contentedly asleep.

European Tour

SPONSORED BY ILLINOIS CHAPTER

Wisconsin Chapter members with a yen for European travel this summer may be interested in a tour promoted by the Northern Illinois Chapter of the AIA.

In cooperation with "Lufthansa" German Airlines, the tour is primarily geared for architects, although other interested persons are also invited to participate.

A feature of the trek will be attendance at the Brussels World's Fair, and a visit behind the Iron Curtain. Here, participants will meet Russian architects and will view famous examples of that country's architecture, both ancient and modern. In all, eight days will be spent in Russia, which is, in itself, a significant feature.

Cost of the trip will not exceed $1,462, and there is a possibility that it will be less, according to Thomas Hooker, of the Illinois group in charge. This includes all costs.

Countries to be visited include Germany, Switzerland, Czechoslovakia, Russia, Finland, Sweden and Belgium.

Interested persons should write to: AIA European Tour," 725 Parkview, Rockford, Ill., or phone 3-7930.

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Feudal Values, Business Society and the Architect -

Continuing the Splendid Convention Presentation from last issue

By Dr. Richard Dewey

THE BUSINESS SOCIETY. Much has changed since the Renaissance, to be sure. The amazing growth of cities which was made possible by industrial-technical changes has been accompanied by an economy vastly different from that of the feudal times. Ours is a business economy basically. By business I do not mean industry and commerce, but rather the pursuit of some activity for personal material or power gain, for the money profit that it will bring. In its strictest sense, "business" as I use it here, and as I believe it must be used if ambiguities are to be avoided, is the prostitution or debasing of the work principle to the profit principle. The ideal of providing a fine object or a needed service to the end that man's life is a better one becomes subordinated to the desire for wealth, power, and leisure.

The thing that characterizes much of our western European culture is not the existence of the business principle, because that has been with mankind for many, many centuries. Our culture, however, has institutionalized the business principle, has made it legitimate and morally acceptable. It has become quite correct in our society to select an occupation merely on the basis of the anticipated income. The fact that many of you who hear this statement are thinking "what's wrong with that?" indicates the low moral standards of our basic institutions. *Was Marx right?* Even among those who deplore the results of the USSR's attempts to apply the Marxian principles often accept the premise that the basic economy determines the ideas and ideals of the society. They agree that with the coming of the industrial revolution and the increased application of technology in the lives of the people, with the advent of the factory system and the giant corporations, the mass production of goods and the improved levels of living, that men's ideals and ideas have taken new shape. However, this

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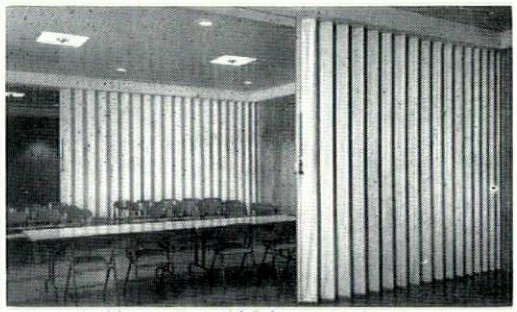

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does not seem to be borne out by the facts of history, past or contemporary. As professor E. A. Ahrens of the Department of Sociology at the University of Illinois points out so clearly, the basic values of feudalism have persisted and are still the dominant values of our time. The ideal life as conceived by millions of Americans is still one of power, wealth and idleness. This is reflected in the soap operas of radio and TV, and in the movies that come out of Hollywood. What I consider to be one of the most immoral movie titles to date is "How to Marry a Millionaire," and methinks that this typifies many of the more popular forms of fiction of the present era. The only difference between the persons trying to marry millionaires and the street walkers is the price involved. The give-away shows provide us with further evidence of the basic values of our country and culture, values which, most certainly, we share with most of the world. On a recent TV show, Art Linkletter asked a junior high pupil what she would *not* want to be as an adult, and he was really shocked by the reply, viz., "I do not want to be a millionaire." His reaction to the child's rejection of this feudal value was probably shared by many, if not most, of the listening audience. I agree with Professor Ahrens that we still have the feudal value system, and that Marx was wrong. The advent of the new economy has not changed these things. There is one major difference, however. Whereas the feudal lords controlled wealth and gained power by controlling the people, the modern culture permits the control of people through the control of the means of production. Now, what does this have to do with architects?

The Creative Artist in Contemporary Society. Suppose one of the beings who in all probability exists in some other universe were to visit, say, Chicago or Milwaukee today. What are the chances that he would conclude that the cities are so ugly because earth men do not know how to build beautiful communities? I believe that most would agree that such a conclusion is unlikely. The visitor could look about him and see evidence, despite our relative ignorance of absolutes in art standards, that we had succeeded in creating, if only on a small scale, dwellings, stores, factories and schools that are far and away more acceptable aesthetically than the bulk of things used today. Seeing these things, his next logical question would be, "Why, then, with the knowledge and skills of the architect, artist, engineer and contractor, are your buildings and cities so devoid of good design?" The fact is that the most incompetent among the practicing architects and landscape architects and engineers could, given the opportunity, create cities and villages so much better than the existing ones that they would defy comparison with what is. Why, then, is this not done? The answer lies in the nature of our fundamental value system, as it is supported by the customs and institutions of the day. It lies in the perpetuation of feudal values through the business principle. Buildings are designed and built, and cities are planned and put together, by persons of power whose minds are institutionalized in terms of these twin-principles of feudalism and business. Operation for proift as the prime

(Continued on Page 18)

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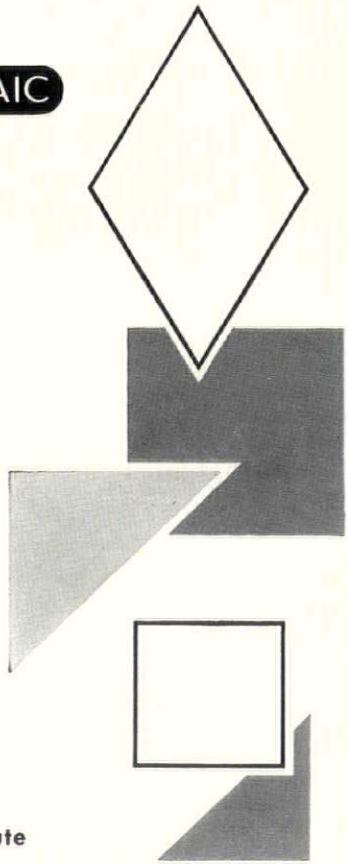

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Dr. Dewey . . .

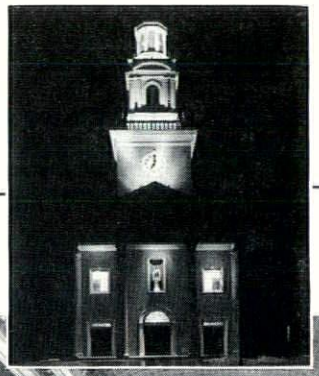
From Page 17

purpose to the end that wealth, power and leisure can be attained is the process which explains much of the things we know to be wrong with our cities. It must be emphasized, however, that the wrongs of our cities are not a question of evil men and women, but rather a question of the values and techniques which we have made customary and acceptable, a question of our system of institutions.

Let it be quickly added, however, that these ideals are not the monopoly of the men and women who already have attained success in terms of wealth and idleness, but are values shared by the majority of us. Nothing demonstrates the validity of this last statement quite so clearly as the sheer idiocy which the American people show in their mad expenditure of relatively limited personal funds upon the latest version of the over-powered jukeboxes on wheels, the American motor car.

The townscape of the American community reflects the combined operation of the feudal values and the business principle. The slums cannot be explained without recourse to the business-minded persons who profit by their existence—note the recent series of articles by the *Chicago Daily News*. The stretching of the distance between dwelling and place of work is also a manifestation of these combined cultural errors. Suburbia has been dubbed "snoburbia" by one of America's foremost planners, and not without some justification. The planner should know—he lives there himself. The expressways which reach into the hearts of our large cities are not, I believe, bred of necessity for the well-designed community as much as they are for the benefit of aspirants to high feudal status and for business purposes. Such highways will, I am confident, create two problems for every one that they solve, but that is another problem. The fact that no city in the United States has anything even remotely resembling an adequate mass transportation system is explainable in large part by the fact that in most instances such systems are measured in efficiency in terms of business principles and not in terms of sensible city design. But, back to the architect.

Architects as a group deplore what is happening and what has happened in our cities, in small towns, and on college and university campuses. It is as true today as it was in the Medieval and Renaissance periods that the artist is the captive of a culture which places the aesthetic object relatively low in the pecking order. It is still the exception when the architect, under the happy circumstance of working with a powerful but sensitive person or groups of persons, is able to place first things first, and to subordinate the business principle to aesthetic ones, to place the basic human values above feudal values and monetary gain. The architect will not be free to fulfill his endowment, to build for the betterment of mankind, until our basic value system changes, until something higher than the pervasive desire for wealth, power and idleness, attained thru the business principle, becomes the order of the day, becomes established in the folkways and institutions of the society. The basic institutions of education, religion and politics, as well as economics, must be changed in terms of sounder human values.



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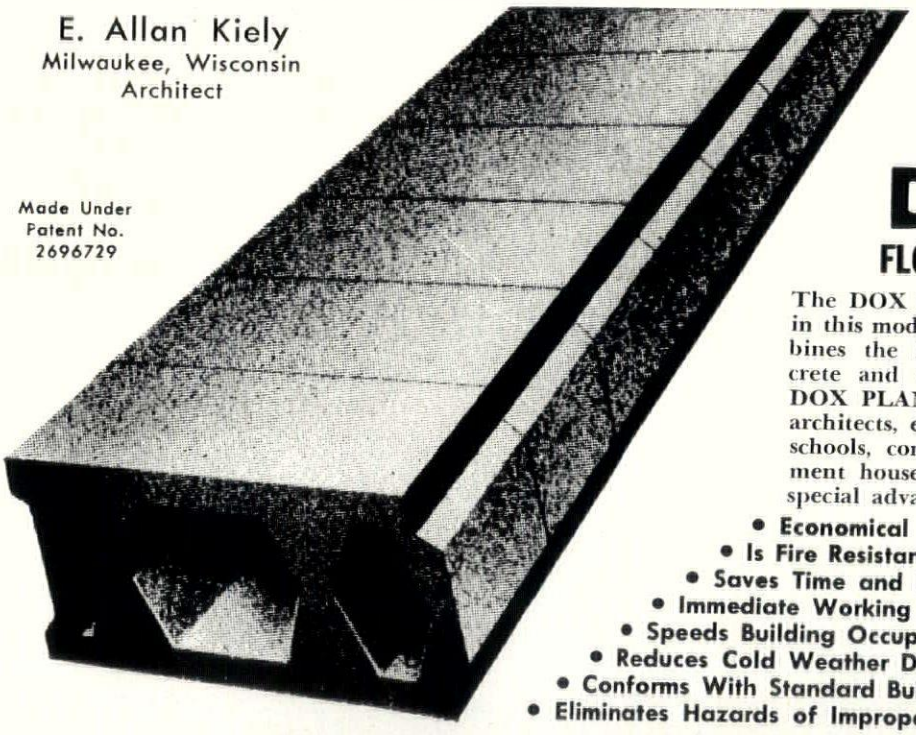

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